

## **Vision of Hope WRSI**

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Febuary, 16, 2017

Submitted by:

Shenita Rickman/Vision of Hope

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## SECTION A – EXECUTIVE SUMMARY

### A.1.a How Funds Will Be Used for Facilities, Equipment, and 1<sup>st</sup> Year Marketing

The fund will be used for Warehouse Renovations, Requested funds will be used to purchase manufacturing training equipment such as Forklifts, Reach Trucks and Order Picker Truck, to install manufacturing Software system, install Racks, and purchase more safety materials & equipment. Sponsor disadvantage workers registration fees, certification fees, these funds will be used to certify participants in Supply Chain Logistics, Safety per OSHA Standards, Advance Manufacturing and Certified Production Technician, Certification in Forklift, Reach & Order Picker Truck. Funds will be used to purchase office supplies, Market & Advertise and recruiting purposes.

### 1<sup>st</sup>, year Marketing Strategy

#### 1. Marketing Strategy: How will your marketing plan support your business goals?

Our Marketing Strategy is an advantage to employers and disadvantage worker, providing low cost skill trade certification to disadvantage workers turns a advantage to stay competitive global market.

#### 2. Mission Statement: What are you trying to accomplish, and why?

Vision of Hope Ministries, Inc. is a community based organization dedicated to improving the quality of life for all Metro Louisville residents.

Our mission will be achieved via the following principles:

Educational/Cultural- Meeting the educational/cultural needs of all Metro Louisville residents; regardless of ethnicity, socio-economic status, and or belief systems. Providing Certification Programs in Supply Chain Management & Logistics. Workforce Training programs are design to enhance the lives of all participants within the Workplace. Work Experience Programs are designed to gain current experience, skill & knowledge to re-enter or enhance longevity within the workplace. On the Job Training, providing Current Work Experience, Job References, and Job Referrals. Providing Full Time Job & Career Opportunities.

Health and Wellness- Promoting healthy choices and lifestyle practices that improve physical and emotional health. Delivering Wellness, Workshop with Business Building Opportunities for all participants. Providing on-line opportunities to Health Shopping for Healthy Living, over 500 all natural healthy products at discount rates. Resources available for all states of being: Mentally, Emotionally & Physical.

Community Building- Creating opportunities to build community via engagements, Neighborhood beatification projects, public forums, and community events, Collaborating Partners such as Trinity Family Life Center and & Kentuckiana Career Center with Right Turn ( list other collaborating partners) to improve the Quality of Life for all Louisville Metro Residents. Expanding Opportunities through Partnerships. Providing Certifications in Supply Chain operations & Logistics. Certifications in Forklift, Reach Truck, and Order Picker. Certified Production Technician Training, **Safety**- PPE, Safe Operation of Equipment – Safety by OSHA Standards.

#### 3. Target Market: Who are you trying to reach with your marketing activities?

Disadvantage workers state wide, appealing to the demographic of non college graduates. Post Secondary skill trade participants, ages 18 up regardless regardless of ethnicity, socio-economic status, and or belief systems.

**Competitive Analysis:** Who are you up against, and where do you rank?

**Kentuckiana Manufacturing, Right Turn, Kentuckiana Career Center, we have collorbarting partnership with both organizations providing certifications in advanced manufacturing.**

**4. Unique Selling Proposition:** What makes your business unique?

Our business unique because we provide Total Resources, we supply additional supportive services, Housing, Jobs, Clothing, Connecting skills with opportunities Total Resources.

**5. Pricing Strategy:** What will you charge, and why?

We charge \$ 100 per participants for the 80 hour classroom and hands on training.

**6. Promotional Plan:** How will you reach your target market?

Community Events, Marketing & Advertising, Partneship Coalitions, Community Connections, Resources Fairs, Social Media, On-line Registration, **cut across welfare, job training, education, human services and economic development systems, flyers, Job Fairs, Radio and Newspapers.**

**7. Marketing Budget:** How much money will you spend, and on what?

To effectively implement and complete the Certifications & Workforce Development Training Projects, a budget has been established requiring, **\$ 250,000.00 (see budget in appendix)** the required balance of the **\$250,000.00** will be acquired by Federal & State Grants.

- Warehouse Renovations Space = **\$ 55,000.00**
- Utilities for Space = **\$ 25,000.00**
- Purchase Sit-down forklift = **\$ 14,382.00**
- Purchase Reach Truck = **\$ 13,840.00**
- Purchase Order picker Truck - = **\$12,241.00**
- Delivery of Equipment- **\$ 2,000.00**
- Purchase Safety Training Materials = **\$ 7,500.00**
- Purchase Manufacturing Training Materials = **\$ 8,750.00**
- Warehouse Interior Renlovements = **\$ 14,280.00**
- Warehouse office Equipment = **\$ 5,560.00**
- Installation Heating & Air Systems = **\$ 14,000.00**
- Packaging Label Software = **\$ 6,500.00**
- Manufacturing Equipment = **\$ 10,000.00**
- Marketing & Advertising = **\$ 10,000.00**
- Office Supplies = **\$ 5,000.00**
- Certified Trainer Programer Expenses= **\$ 10,000.00**
- Sponsored Enrollment Fees = **\$ 10,000.00**
- Sponsored Transportation Provided = **\$ 10,000.00**
- Personal Protective Equipment = **\$ 10,000.00**
- Graduation Equipment & Supplies = **\$ 5,947.00**

**Total Equipment & Materials Expenditures: \$250.000.00**

**8. Action List:** What tasks do you need to complete to reach your marketing goals?

Planning & Preparation:

Vision of Hope Ministries & Trinity Family Life Center with Pro Lift Industrial Equipment, and Millers Lane Center's planning stages starts in May 2016 until the December 2017.

Recruiting Applications - Sign Ups begins early 2017 for estimated goal set to recruit the first group of **25 at-risk youth**, 18 & up, must have a High School Diploma or GED, pass back ground & pass a drug screen, Target # of Participants per year **250 to 500** to annual is the goal. Classes start in May, 15<sup>th</sup> 2017. Daily sign in sheets, weekly evaluations, and lessons & exams provided applies toward class room training and hand on training requirements to complete Certification. Upon completion of all requirement to obtain this certification. Schedule to match skills with opportunities, designed to connect employers with skill workers. Working with Collaborating partners to reach target goals: Trinity Family Life Center, Kentuckian a Works & Right Turn, Miller Lane Center LLC., ProLift. [PROJECT NAME/IDENTIFIER] [LEAD APPLICANT/TEAM] [SECTION] [PAGE 2]

Registration Data, Daily Attendance Sheets turned in weekly entered in a data system to generate reports of attendance and class room with hand on training grading to the Executive Director/Executive Administrators. To ensure target # reached for program outcome measure of success.

**Project** start May 15<sup>h</sup> 2017 to Nov, 2018 for a total of 20 **participants** attending each class 3 days a week. Monday, Tuesday, & Thursday (days may vary per instructor due to Holidays & Other scheduled events) class time from 12:30 to 5:30 p.m. Nov 31<sup>st</sup>, 2017.

**9. Metrics:** How are you implementing, and where can you improve

Evaluation Format:

1. Formative Evaluation is a detail plan to evaluate the project during activities with bi-weekly scheduled meetings / reviews to measure outcomes goals
2. Summative Evaluation which identifies improvements, modifications and management needs, and focus on immediate improvement.
3. 4- Evaluations done bi-weekly, with the Executive Directors, 2 x; s a monthly meet with management / instructors & volunteers and with youth participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.
4. Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

### **A.1.b Kentucky Workforce Innovation Board (KWIB) Sectors Addressed & Career Pathways Offered**

<b>KWIB Sector</b>	<b>Career Pathways Offered</b>
<b>Advanced Manufacturing</b>	<ul style="list-style-type: none"><li>• Welding</li><li>• Industrial Maintenance</li><li>• Diesel Mechanics</li></ul>
<b>Healthcare</b>	<ul style="list-style-type: none"><li>• Phlebotomy</li><li>• LPN</li><li>• Lab Technician</li></ul>
<b>Information Technology</b>	<ul style="list-style-type: none"><li>•</li></ul>
<b>Construction Trades</b>	<ul style="list-style-type: none"><li>•</li></ul>
<b>Transportation/Logistics</b>	<ul style="list-style-type: none"><li>•</li></ul>

### **A.1.c KWIB Sector & Career Pathway Selection / Goals & Desired Outcomes**

#### **Advanced Manufacturing Goals:**

**1000** Certified Participants within the next few years, which changes the labor market prospective for disadvantaged workers requiring strategies: job training, education, human services and economic development, a system working together to provide disadvantage workers with the experience plus certifications in skilled trades decreases the **Manufacturing turn over rates**.

#### **Increase Opportunity.**

Participants completing the Jobs Readiness programs will Gain Marketable Skills Related to Advanced Manufacturing, Supply Chain Operations & Logistics. Classroom & Hands on Training Hours required for all Certifications, Safety Operation of Equipment, and Safety by OSHA Standards. This Training Programs enhance and equip Participants with skills and knowledge to obtain Full Time Job / Career Opportunities.

#### **Measurable Outcomes:**

- Statewide Certifications gives disadvantages workers an Advantages for Employers
- 100% Completions rates of participants with JOBS.
- Job Readiness = Job Opportunities.
- Safety – PPE, Safe operation of Engquipment- Safety by OSHA standards
- Disadvantage Workers Gaining Marketable Skill is no longer Disadvantage
- Certify Production Technician Training Opportunities Available

Providing **500 Certifications** in Supply Chain Management in Collaboration with Trinity Family Life Center, Kentuckian a Career Center, Right Turn Programs, offering Marketable Skills with Certifications, designed to enhance the lives of all participant with skills & knowledge of **Supply Chain Operation, Logistics**. Plant Solutions & Grow Results.

#### **A.1.d Why Do Existing Programs Fall Short?**

Existing programs fall short due to lack of Funding for Training programs. Training programs are a major component for organizations to stay competitive in a global marketplace.

As of August 2014, the Bureau of Labor Statistics reported 7.1% seasonally adjusted unemployment figures for Metro Louisville, Kentucky. While below the national average it left approximately 43,700 otherwise employable residents without work which impacts the community, city and state significantly. Moreover, these very real numbers impact real people who just want to feed, clothe thier families.

The city must continue to attract and retain young adults and eliminate its graduation gap if it is to move into the top tier of competitive cities, **increasing its ability to grow**, retain and attract 21st Century Jobs. / The Greater Louisville Project.

The Center for American Progress<sup>1</sup> cites the disparity between 10 Million unemployed youth and workers twice their age; *"America's youth-unemployment crisis will have serious, enduring costs for individuals, society, businesses, and all levels of government. At 16.2 percent, the unemployment rate among Americans ages 16 to 24 is more than twice the unemployment rate for people of all ages. These young people are facing significantly higher rates of unemployment than any other age group..."*

There is a convergence between the challenges within our communities and the critical need to create substantial, measurable and impactful opportunities. The Vision of Hope and Collaborating Partners have created an opportunity to break the cycles of unemployment underemployment which only contribute to Violence & Crime and hopelessness in every community that's plagued with poverty. We Share the Vision of Hope that will help deacease the statistics listed below

#### **A.1.e How Our Proposal Fits Into a Regional System of Available Training**

When it comes to advanced manufacturing & supply chain management, logistics skilled training certification programs it changes lives, **and changes the labor market prospects for disadvantaged workers**, Advanced Manufacturing Training programs that provides existing

certifications gives disadvantage workers the potential advantage needed by employers. High turnover and training have something in common -- they are both costly to an organization.

Training can be extremely demanding on a small business, requiring significant amounts of time, resources and money. You may wonder if it's worth the expense of training employees, only to watch them walk out the door a few months later, but training itself can reduce the likelihood of turnover, while increasing the performance, productivity and bottom line of your small business. **Everyone who wants a job, is not job ready**"The Reasons to Train in a High Turnover Business, By Tia Benjamin, Demand Media.

Certifications & Workforce Development Training will enhance and equip participants with skills and knowledge to obtain **Full Time Job Opportunities**. Participants attend a series of classroom & hands on training, scheduled lessons & exams leading toward 80 training hours for Certification as a Forklift , Reach Truck and Order Picker. Participants attend learning Modulares toward advanced manufacturing which leads to **Certified Production Technician**. Participants gain marketable Skills and updated knowledge needed to match the 21<sup>st</sup> Centry Qualifications required in Advanced Manufacturing.

The Annie E. Casey Foundation recognized this in the 1990s when they launched their Jobs Initiative. The primary mission of the Annie E. Casey Foundation is to foster public policies, **human-service reforms and community supports that more effectively meet the needs of today's vulnerable children and families.** In developing the program, the Foundation realized that **changing the labor market prospects for disadvantaged workers would require strategies that cut across welfare, job training, education, human services and economic development systems.** It called for strategies that both prepared the worker and created the conditions where that worker's success was attainable.

Recognizing the many challenges residents of West Louisville, Kentucky are facing including: unemployment & underemployment, living below Poverty. Families struggle to find work with decent wages, affordable decent housing, struggling with drugs & violence in our community. Families are struggling with Jefferson County Public Schools (JCPS) committing "academic genocide" with children of West Louisville attending persistently failing schools. Families struggle due to lack of Community Development, lack of opportunities to gain marketable skills. We offer Families access to quality training for long-

This project seeks to reverse the effects of oppression and social rejection of the family. We feel that by meeting the needs of people in this community we are providing an opportunity to rise above their present situations with long term skills for success. We have a unique plan to empower families in order to re-build stronger communities. The long term effects of these programs are lives being transformed into Healthy Self Sufficient Productive Citizens within our Society.

## SECTION B – LOCAL EMPLOYMENT DATA & PROJECTIONS

### B.1.a Local Unemployment in a 30-Mile Radius through [February 2017]

[Jefferson County] Unemployment		30-Mile Radius of [PROJECT] Unemployment	
5.9%	854	4.5%	32,241
Source: Jobs Economic Overview 30-Mile Radius of County p. 3			

Labor Force Participation Rate in a 30-Mile Radius through [DATE] [Jefferson County ] Labor Force Participation Rate		30-Mile Radius of [PROJECT] Labor Force Participation Rate	
64%	10,324	60%	250,350
Source: Jobs Economic Overview 30-Mile Radius of County p. 3			

### B.1.b Current Posted Job Openings for KWIB Sectors Addressed in a 50-Mile Radius of [PROJECT]

KWIB Sector	Posted Job Openings (50-Mile Radius)
Advanced Manufacturing	1,232
<b>TOTAL</b>	<b>1,880</b>
Source: Jobs Economic Overview 30-Mile Radius of County p. 3	

### B.1.c Five-Year Workforce Demand Data within 50-Mile Radius of [PROJECT]

KWIB Sector	5-Year Industry Openings	Percentage Change
Advanced Manufacturing	19,952	+6.9%
<b>TOTAL</b>		
Source: Jobs Economic Overview 30-Mile Radius of County p. 3		

### B.1.d Total Juniors/Seniors Expected to Receive Postsecondary Credit, Credentials, Certifications, Apprenticeships, etc.

Sector	Juniors/Seniors in Current Program	Juniors/Seniors in Proposed Program
Health Science	150	115
Advanced Manufacturing	130	122
<b>TOTAL</b>		

**B.1.e Enrollment & Credentials Granted Annually**

Sector	Adults in Current Program	Adults in Proposed Program
Health Science	150	190
Advanced Manufacturing	130	200
<b>TOTAL</b>		

**B.1.f Entry-Level Wages for Program Graduates by Occupation:**

Sector	Occupation	Hourly Wage	Annual Wage
Health Science	Registered Nurse	\$23.00/hr	\$47,840
Advanced Manufacturing	PLC Technician	\$18.50/hr	\$38,480
<b>AVERAGE</b>			

## SECTION C – PROJECT PARTNER LETTERS

[February 2017]

[Shenita Rickman/President/CEO]  
[Trinity Family Life Center]  
[3811 Hale Ave]  
[Louisville, KY 40211]

Dear [Vision of Hope WRSI],

Trinity Family Life Center partners with the Vision of Hope WRSI, providing the following services: Job Readiness, Job Referrals, Interviewing Skills, Interviewing Clothing, Client Services, Housing Assistance, Financial Services, Food, we also connects additional resources in order to provide Total Resources per participants. Recruiting referral efforts.

We will specifically support [Vision of Hope WRSI] by executing the following actions:

- Support in-kind funding in the amount of \$12,345
- Serve on Oversight Board for project in Director Position
- Offer up to 10 shadowing slots per year for Juniors/Seniors involved in the program
- Commit to hiring 5 successful graduates of [Vision of Hope WRSI] in Year 1, increasing to 8 in subsequent years.
- Assist in the coordination of implantation of all changes needed to reach the measurable outcome of project, etc to our company for program promotion and exposure.
- Access to our maintenance personnel data for the upkeep and operation of associated project & equipment.
- Etc, etc...

Sincerely,

[Shenita Rickman]  
[President/CEO]

## **SECTION C – PROJECT PARTNER LETTERS**

[August 2016]

[Zikayyah Raymore]  
[Kentucky Career Center]  
[160 Rochester Drive, Bld W]  
[Louisville, KY 40214]

Dear [Mrs. Rosa],

I am sure that Cindy Read has prepped you regarding our new Training called MTEC- Manufacturing Training & Employment Connection, were Vision of Hope will play a major role with the MTEC-Class on 8 hours Forklift training and will receive a Certificat of Completion! The Recruitment for this training has been extremely successful in that we've recruited 30 people in this class... (Of course that doesn't mean they will all show up, but we will have 20 people for sure.

So, with these numbers we've had to break down the class into (2) groups of 10 for the Forklift Training (Please see curriculum below).

- Group 1 will come to your training on Wednesday on 08/24/2016 @ 8:30 am to 5:00 pm
- Group 2 will come to your training on Thursday on 08/25/2016 @ 8:30 am to 5:00 pm
- Intensive 2 week program with goals of immediate employment in manufacturing offering possibilities of earning 4 Certificates.
- Manufacturing Skill Standand Council (MSSC) Safety Certifications
- OSHA 10 Card
- Forklift Certification
- WIN Career Readiness preparation & Mock Interviews
- Job search assistance provided until placed into manufacturing employment

We are so very excited to have Vision of Hope as our Partner

If you have any questions or something needs revised please don't hesitate to contact me.

Sincerely,

[Zikayyah Raymore]  
[Operation Supervisor]

[July 22, 2015]

[Christina L. Peace]  
[Ford Motor Company – Kentucky Truck Plant]  
[Labor Relations Supervisor]  
[cpeace@ford.com]

Dear [Vision of Hope WRSI],

As Federal Contractor Ford Motor Company must comply with the provisions of Executive Order 11245, as amended, section 4212 of the Vietnam Era Veterans Readjustment Assistance Act (VFVRAA) as amended to equal employment opportunity. Our obligations under these laws must include the requirements to take affirmative action to ensure that applicants are recruited and considered for openings and that employees are offered equal opportunity without regard to race, color, religion, gender, nationality status as a qualified individual with disability, or protected veterans status.

We recognize this is the law but above and beyond our legal obligations we are absolutely committed to making good faith efforts to recruit, hire, and advance in employment of women, minorities, individuals with disabilities and protected veterans consistent with our policy of equal employment opportunity for all.

We are reaching out to St. Stephens in an effort to expand our outreach, and recruitment for women, minorities, and individuals with disabilities.

We also ask that whenever possible please provide a plan of referrals of veterans in response to our hourly Job Openings. We have included our Job Postings to enable St. Stephens to identify qualified candidates.

Although we have specifically requested referrals of qualified candidates in the groups above all we, welcome all referrals of qualified candidates regardless of race, color, religion, gender, nationality, status as a qualified individual with disability or protected veteran's status.

Your assistance will help us to achieve our commitment to Equal Employment Opportunity.

Thanks You in Advance

Sincerely,

[Christina L. Peace]  
[Labor Relations Supervisors]

## SECTION C – PROJECT PARTNER LETTERS

[February 2016]

[Harrold Harr & Billy Lynch]  
[Millers Lane Center, LLC]  
[2501 Millers Lane]  
[Louisville, KY 40216]

Dear [Vision of Hope WRSI],

Millers Lane Center, LLC offers Vision of Hope warehouse space at discounted rates for the Forklift Certification Project. Working with collaborating partners to become an Incubator for Entrepreneurialship which will create jobs in local neighborhoods.

Vision of Hope provides the following services: Certification Supply Chain Management, Logistics, Advanced Manufacturing, Forklift, Reach Truck and Order picker training. OSHA safety standards assessment per participants.

ProLift has partnered with our certification efforts by supplying the machines used in this project charging quarterly amounts with discounted payment arrangements.

Vision of Hope has expanded their mission and vision throughout this community with efforts of providing equal opportunities to disadvantage participants, giving them the advantage of updated marketable skills needed in the global economy.

Sincerely,

[Harrold Harr]  
[Chief Operating Officer]

**SECTION D – PROJECT BUDGET/EXPENDITURES****D.1 - Summary of Total Project Costs**

	Advanced Manufacturing	Healthcare	Information Technology	Transportation / Logistics	Construction Trades
<b>Project Total Per KWIB Sector</b>	<b>\$100,000.00</b>	<b>\$50,000.00</b>	<b>\$50,000.00</b>	<b>\$75,000.00</b>	<b>\$25,000.00</b>
Project Cost Description	Requested Work Ready Skills Initiative Funds	Cash Match	Non-Cash Match		TOTAL
*Example* Warehouse Renovations Space	\$55,000.00		\$55,000.00		\$110,000.00
*Example* Utilities Space	\$25,000.00	\$25,000.00			\$50,000.00
*Example* Manufacturing, Equipment, Software	\$5,000.00				
Purchase Sit-down forklift	\$14,382.00				\$28,764.00
Purchase Reach Truck	\$13,840.00				\$13,840.00
Purchase Order picker Truck	\$12,241.00				\$12,241.00
Delivery of Equipment	\$2,000.00				\$2,000.00
Purchase Manufacturing Safety Training Materials	\$7,500.00	\$7,500.00	\$7,500.00		\$15,000.00
Purchase Training Materials	\$8,750.00	\$8,750.00	\$8,750.00		\$17,500.00
Warehouse Interior Renovations	\$ 14,280.00				\$14,280.00
Warehouse office Equipment	\$ 5,560.00	\$5,560.00	\$5,560.00		\$11,120.00
Office Supplies	\$5,000.00	\$5,000.00	\$5,000.00		\$10,000.00
Installation of Heating & Air	\$ 14,000.00				\$ 14,000.00
Packaging & Labeling Software	\$ 6,500.00	\$6,500.00	\$6,500.00		\$ 13,000.00
Manufacturing Equipment	\$ 10,000.00				\$ 10,000.00
Sponsored Certification Fees	\$10,000.00		\$10,000.00		\$20,000.00
Marketing & Advertisement	\$ 10,000.00	\$5,000.00			\$ 15,000.00
Sponsored Transportation Fees	\$10,000.00		\$10,000.00		\$20,000.00
Certified Trainer Expenses	\$ 5,000.00		\$5,000.00		\$ 10,000.00
Personal Protective Equipment	\$ 10,000.00				\$ 10,000.00
Project Grant Writing Expenses	\$ 5,947.00				\$5,947.00
<b>TOTAL</b>	<b>\$250,000.00</b>	<b>\$63,310.00</b>	<b>\$113,310.00</b>		<b>\$426,620.00</b>

**D.2 Non-Cash Match Budget / Appraisal Methodology**

(Please use this space at your discretion as to how you would like to best present your related data on donated equipment or facilities to the project. Recommend utilizing easy-to-follow spreadsheets/tables or 1-page maximum attachment.) For example:

Program	Item Description	QTY	Cost
Program	Item Description	QTY	Cost
Manufacturing Technology	Forklift Trainers	2	\$15,000.00
	Reach Truck	2	\$10,500.00
	Order Picker Truck	2	\$16,300.00

Program	Item Description	QTY	Cost
Warehouse Space	Training Renovated Space Leased	1	\$50,000.00
	Certified Trainer	1	\$30,000.00
	Recruiter	1	\$15,000.00
Technology Total			\$95,000.00

**We determined the value of the aforementioned equipment or facility work using the following methodology:**

(Include additional tables/spreadsheets as needed along with narrative description.)

Pro Lift Industrial Equipment exists to support manufacturers and distributors in Kentucky, Indiana, Ohio and West Virginia in the movement of their products throughout the region and world. Specifically, Pro Lift focuses all of its resources in pursuit of this goal by providing a full-line of material handling products and services, including the sale and support of forklifts, aerial equipment and systems-related products and services. With over 300 employees and multiple product lines, including Toyota – the #1 selling lift truck in the world, Taylor Machine Works – the #1 large capacity forklift in the world, Aichi, Comb lift, Aisle-Master and Taylor-Dunn – Pro Lift is well equipped to assist our customers in improving their material handling operations. Pro Lift has operated for over 30 years with a customer-focused mission of “Doing the Right Thing.”

**D.3 Proposed Expenditure Schedule, Construction/Renovation Information**

To date, the following work has been initiated:

- \$64K Phase I Roof Repair Renovation to be completed in Jan 2016
- Workforce Development Coordinator hired for March 2017
- Property assessed for new construction of facility

Proposed Schedule for WRSI Expenditures		
Location	Quarter - Year	Amount
Vision of Hope	Q1 - 2018	\$150,000.00
Vision of Hope	Q2 - 2018	\$30,000.00
Vision of Hope	Q3 - 2018	\$20,000.00
Vision of Hope	Q4 - 2018	\$20,000.00
Vision of Hope	Q1 - 2018	\$20,000.00
Vision of Hope	Q2 - 2018	\$10,000.00
TOTAL		\$250,000.00

## **SECTION E – WORKFORCE TRAINING & EDUCATION DESCRIPTION**

### **E.1.a Number of Program Participants that Can Be Served at One Time**

20 Participants in a class, Weekly Classes

### **E.1.b Annual Number of Program Participant Completions/Graduations**

•Vision of Hope Workforce Development Training Program has certified 397 participants since 2014, offering Updated Marketable Skills & Advanced Manufacturing Certifications. Job Readiness, 100 referrals to Kentucky Ford Plant, 100 Referrals to other manufacturing companies, 194 referrals to companies utilizing forklift drivers, reach trucks or order picker jobs.

## **SECTION E – WORKFORCE TRAINING & EDUCATION DESCRIPTION**

E.1.c – Current/Projected Enrollment by KWIB Sector Annually					
	Current Adult Enrollment	Current High School Student Enrollment	Projected Adult Enrollment	Projected High School Student Enrollment	TOTAL Additional Participants (Annual)
<b>ADV. MANUFACTURING</b>					
*Example* Forklift	379	0	379	0	379
<b>HEALTHCARE</b>					
*Example* LPN	0	0	0	0	0
<b>INFORMATION TECHNOLOGY</b>					
*Example* IT Administration	0	0	0	0	0
<b>TRANSPORTATION</b>					
*Example* Diesel Technology	0	0	0	0	0
<b>CONSTRUCTION</b>					
*Example* Construction Management	0	0	0	0	0
<b>TOTAL</b>					<b>379</b>

**Project and Services**

**VOHM = Vision of Hope Ministries Vision is to bring Hope back to the disadvantage workers mindset to re-enter the workplace with current training and certifications, updating their marketable skills & knowledge of advance manufacturing, training with certification, that alone enhances marketable skills, job referrals with career opportunities. Graduates matched the employer's equal's job opportunities. We Target at-risk youth & young adults ages 18 & up, (pass background & drug screen,) must have high school diploma or GED. (Credits apply toward degree program)**

**Educational/Cultural:**

**Forklift, Reach Truck, Order Picker Training Program.**

**This Workforce Training programs is designed to enhance the lives of all participants within the Workplace, Providing 80 training hours of classroom and hands on training in sit-down forklift, reach truck & order picker, all credits to apply toward associate's degree with local university. Participants participate in Certification Production Technician.**

### **Classes of Commonly-Used Powered Industrial Trucks**

#### **Effective Powered Industrial Truck Operator Training Program**

#### **Unique Characteristics of Powered Industrial Trucks**

#### **Types of Powered Industrial Trucks**

#### **Components of a Forklift Truck**

#### **Electric Motor Narrow Aisle Truck**

#### **Electric Motor Rider Truck**

#### **Rider Reach Truck**

#### **Order Picker – Sponsored by:**

#### **Workplace Safety – Safety training by Osha Standards**



**The Three Weel Electric**



**Order Picker Truck**



**REACH TRUCK**

8 –

## **Statement of Need:**

### **Why are Skilled Training/Certifications Programs Important?**

**When it comes to skilled training, certification programs we start to change life's, change the labor market prospects for disadvantaged workers which would require strategies that cut across welfare, job training, education, human services and economic development systems through work experience:**

**Workforce development / Training Programs is the coordination of public and private-sector policies and programs that provides individuals with the opportunity for a sustainable livelihood and helps organizations achieve exemplary goals, consistent with the societal context.**

**Training programs that provide existing and potential workers with the skills to complete tasks needed by employers to let the organizations stay competitive in a global marketplace, working to develop a deep understanding of industry dynamics and the specific competitive situation and workforce needs of the industry's employers within the region.**

**High turnover and training have something in common -- they are both costly to an organization. Training can be extremely demanding on a small business, requiring significant amounts of time, resources and money. You may wonder if it's worth the expense of training employees, only to watch them walk out the door a few months later, but training itself can reduce the likelihood of turnover, while increasing the performance, productivity and bottom line of your small business.**

**Researchers for the National Center for Higher Education Management Systems argued in a 2007 study of all 50 states that state policymakers need to pay greater attention to the role of education—especially postsecondary education—in meeting state workforce and economic development goals. Using an array of data, the report highlighted the ways in which a state's stock of human capital is depleted and replenished through education, migration and the aging of the workforce.**

**The city must continue to attract and retain young adults and eliminate its graduation gap if it is to move into the top tier of competitive cities, increasing its ability to grow, retain and attract 21st Century Jobs. / The Greater Louisville Project.**

### **1. d Description of Paths for Targeted Participant**

#### **Middle School Students:**

Certification Requirements are High School Diploma or G.E.D

#### **High School Students:**

Certification Requirements are High School Diploma or G.E.D

#### **Adult Learners:**

Certification Requirements are High School Diploma or G.E.D

#### **Long-Term Unemployed/Non-Traditional Learners:**

Certification Requirements are High School Diploma or G.E.D

### **E.1.e Description of Participant Opportunity Acceleration via Program**

Certifications & Workforce Development Training Programs enhances and equips Participants with skills and knowledge to obtain Full Time Job / Career Opportunities. All Classes Participants are encourage apply to an Associate Degree Program. Participants will attend a series of class room training & hand on training, weekday & scheduled lessons leading toward Safety Training & Certification in Forklift, Reach Truck and Order Picker. All Participants will gain Mark Able Skills and knowledge they need to be successful in Workforce.

### **E.1.f Description of Credit, Certificate, Credential, Apprenticeship, and/or Degree Participants will receive**

- 4 Certificates.
1. Manufacturing Skill Standand Council (MSSC) Safety Certifications
  2. OSHA 10 Card
  3. Forklift Certification
  4. WIN Career Readiness preparation & Mock Interviews
- Job search assistance provided until placed into manufacturing employment

### **E.1.g Portable/Transferrable Credits, Certificates, Credentials, Apprenticeships, and/or Degrees via Program**

Certifications are good for a three year prior as long as particpants attend annual updated OSHA standard safety class's to maintain credit hours required.

### **E.1.h Identification of Institutions to Offer Dual/Postsecondary Credit**

Researchers for the National Center for Higher Education Management Systems argued in a 2007 study of all 50 states that state policymakers need to pay greater attention to the role of education—especially postsecondary education—in meeting state workforce and economic development goals. Using an array of data, the report highlighted the ways in which a state’s stock of human capital is depleted and replenished through education, migration and the aging of the workforce.

### **E.1.i Estimated Cost of Successful Program Completion per Student**

To effectively implement and complete the Certifications & Workforce Development Training Projects Budget has been established requiring, \$ 250,000.00 (see budget in appendix) the required balance of \$250,000.00 will be acquired by Federal & State Grants.

- Warehouse Renovations Space = \$ 55,000.00
- Utilities for Space = \$ 25,000.00
- Purchase Sit-down forklift = \$ 14,382.00
- Purchase Reach Truck = \$ 13,840.00
- Purchase Order picker Truck - = \$12,241.00
- Delivery of Equipment- \$ 2,000.00
- Purchase Safety Training Materials = \$ 7,500.00
- Purchase Manufacturing Training Materials = \$ 8,750.00
- Warehouse Interior Renovations = \$ 14,280.00
- Warehouse office Equipment = \$ 5,560.00
- Installation Heating & Air Systems =\$ 14,000.00
- Packaging Label Software = \$ 6,500.00
- Manufacturing Equipment = \$ 10,000.00
- Marketing & Advertising =\$ 10,000.00
- Office Supplies = \$ 5,000.00
- Certified Trainer Programmer Expenses= \$ 10,000.00
- Sponsored Enrollment Fees = \$ 10,000.00
- Sponsored Transportation Provided = \$ 10,000.00
- Personal Protective Equipment = \$ 10,000.00
- Grant Writers = \$ 5,947.00

Total Equipment & Materials Expenditures: \$250,000.00

**E.1.j Hours of Facility Operation**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>HOURS:</b>							

**Weekly Schedule:**

**Monday - Training Class Schedule / Hand on Training**

**Tuesday – Training Class Schedule / Hands on Training**

**Wednesday – Training Class Schedule / Hands on Training**

**Thursday – Training Class Schedule / Hands on Training, Community Building Projects**

**Program Time Schedule:**

**08:00 to 5:30 p.m. - Sign in – Class Schedule**

**08:30 to 5:30 p.m. – Program Introduction & Empowerment to help people get educated & certified**

**08:30 to 5:30 p.m. - provide program class schedule / Job Readiness**

**08:30 to 5:30 p.m. – Class Room Training / Hand on Training**

**08:30 to 5:30 p.m. - Empowerment Forums w/ Various Topics & Speakers**

**08:15 to 5:30 p.m. –Sign out**

## SECTION F – MARKETING PLAN

### F.1 Marketing Plan Description / Financial Spending

1<sup>ST</sup> Quarter marketing description for Warehouse Renovation for the development training space of 1<sup>st</sup> Quarter plan to purchase manufacturing equipment such as: Forklift, Reach Truck & Order Picker Truck, Total of 1<sup>st</sup> Quarter equals \$ 103,910, 2<sup>nd</sup> Quarter plans is to recruit and advertise in order to reach goal to certify as 100 participants. Totals \$47,700.00. 3<sup>rd</sup> Quarter & 4<sup>th</sup> Quarter Financial spending will equal to the amount of \$ 49,195. The 4 P's are fundamental to be effective practice in this discipline. Marketing is defined as the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. Marketing is an active process that requires developing, adapting, and applying a variety of skills and strategies to construct meaning from increasingly challenging and practical problems that deal with relevant issues that promote career development and intellectual growth. Consumers react differently to products perceived as needs versus wants. Three benefits of marketing are new and improved products, lower prices, and added value (utility). A marketing plan is a written document that directs the marketing activities of a company for a specific period of time. Marketing is a complex field of study aimed at assessing changing consumer needs and wants and profitably developing products and services that satisfy these needs and wants while adhering to environmental and ethical standards. Market segmentation classifies people in a given market into smaller groups. Four methods of segmenting a market are demographics, geographics, psychographics, and buying behavior.

Quarter	Expenditure Description	Estimated Cost
1	Warehouse Renovations of Training Space	\$41,250.00
1	Purchase Manufacturing Equipment	\$40,463.00
1	Safety & Certification Curriculum	\$16,250.00
1	Grant Writers Fee	\$ 5,947.00
2	Personal Protective Equipment	\$10,000.00
2	Installation of Heating & Air	\$ 14,000.00
2	Warehouse Interior Renovations	\$13,750.00
2	Marketing & Advertising	\$ 10,000.00
3	Manufacturing Training Materials	\$ 16,500.00
3	Manufacturing OSHA Manuals	\$ 10,000.00
3	Manufacturing Database Software	\$ 7,695.00
4	Office furniture with Supplies	\$ 19,195.00
4	Certified Trainer Expenses	\$ 10,000.00
4	Sponsored Certification Fees	\$ 10,000.00
4	Transportation Provided	\$ 10,000.00
	<b>TOTAL</b>	<b>250,000.00</b>

## **F.2 Career Promotion Plan for Secondary Students**

Completion of a course in which a student earns a nationally recognized industry certification in Supply Chain Management, Logistics, and Advance Manufacturing certification examination without enrollment in or completion of the corresponding courses. Currently, there are 47 industry certifications that will satisfy this requirement identified in the primary career cluster area on information technology on the 2015-2016 CAPE Industry Certification Funding List. There are other eligible industry certifications participants may earn in career and technical education (CTE) information technology courses that appear on the CAPE Industry Certification Funding List that do not have a primary career cluster information technology assignment. Should a participants earn any other industry certification on the CAPE Industry Certification Funding List resulting from enrollment in a CTE Information Technology course, then that eligible industry certification would satisfy the course graduation requirement. • Passage of an content assessment by which the participants demonstrates skills and competency in hands on training and safety of instructions.

## **F.3 Plan to Promote Student Engagement via Student Organization & Extra-curricular Activities (e.g. KOSSA)**

Provide data to colleges and universities to assess and improve undergraduate education, inform state accountability and accreditation efforts, and facilitate national and sector benchmarking efforts, among others.

■ Level of Academic Challenge ■ Active and Collaborative Learning ■ Student-Faculty Interaction ■ Enriching Educational Experiences ■ Supportive Campus Environment

## SECTION G – OPERATIONAL FINANCES & SUSTAINABILITY PLAN

### G.1 Five-Year Operational Financial Plan

Expense Category	Year 1	Year 2	Year 3	Year 4	Year 5
Forklift Rental	14,364.00	24,364.00	34,364.00	44,364.00	55,364.00
Trainer	5,808.00	10,808.00	20,808.00	30,808.00	40,808.00
Learning Materials	3,500.00	13,500.00	23,500.00	35,500.00	45,500.00
Office Supplies	2,500.00	3,500.00	4,500.00	5,500.00	6,500.00
<b>TOTAL EXPENSES</b>	<b>\$26,172.00</b>	<b>\$52,172.00</b>	<b>\$83,172.00</b>	<b>\$116,172.00</b>	<b>\$148,172.00</b>
*Add source of funds and any necessary amplifying information here					

Source of Revenue	Year 1	Year 2	Year 3	Year 4	Year 5
Kentucky Career Center	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
CTP	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
M-TECH	\$10,000	\$20,000	\$30,000	\$40,000	\$50,000
<b>TOTAL REVENUE</b>	<b>\$30,000</b>	<b>\$60,000</b>	<b>\$90,000</b>	<b>\$120,000</b>	<b>\$150,000</b>
*Add source of funds and any necessary amplifying information here					

### G.2 Recruiting Plan for Credentialed Teachers & Adjunct Faculty

When it comes to recruitment, the project offers an early advising program for undergraduates, conducts outreach with local community colleges and high schools, and is a national leader in engaging candidates from diverse backgrounds. We believe that connecting participants to teachers like themselves, in this case African-American and Hispanic males, will allow them to build networks in the teaching community early on and provide them with support they would not normally encounter. With increased recognition that expert teachers are perhaps the most fundamental resource for improving participants learning, there is growing interest in figuring out how to recruit and retain strong teachers, especially in high-need schools. Unfortunately, unlike other industrialized nations, especially those that are the highest-achieving, the United States lacks a systematic approach to recruiting, preparing, and retaining teachers. With few governmental supports for preparation or mentoring, teachers in the U.S. enter:

Dramatically different levels of training -- with those least prepared teaching the most educationally vulnerable children, • at sharply disparate salaries -- with those teaching the neediest students earning the least, • working under radically different teaching conditions -- with those in the most affluent communities benefiting from class sizes under 20 and a cornucopia of materials, equipment, specialists, and supports, while those in the poorest communities teach classes of 40 or more without adequate books

and supplies, • with little or no mentoring or on-the-job coaching in most communities to help teachers improve their skills.

### G.3 Responsibility for Project Facility Maintenance

Facilities managers maintain the buildings and grounds of an organization, directing staff and overseeing the upkeep of equipment and supplies. Facilities managers make sure the buildings and grounds are maintained, which entails daily and weekly cleaning schedules as well as determining and scheduling repairs, renovation projects, waste reduction improvements and safety inspections.

Facilities managers are in charge of a budget and must negotiate with outside vendors for supplies, repairs and other measures. In larger companies, facilities managers oversee groundskeepers, maintenance workers, and custodial staff.

**Analytical Skills:** Facilities managers must look at a lot of different information and make decisions based on needs and budget concerns.

**Communication:** Facilities managers talk to their employees, and work with management to make sure the job gets done. Being able to clearly explain what needs to be done will be necessary.

**Attention to Detail:** Quality control is a large part of a facilities manager's job. Making sure cleaning, upkeep and safety standards are maintained, or efficiencies are discovered, is key.

**Leadership Skills:** Facilities managers must motivate and coordinate employees, as well as deal with any disciplinary issues that may come up.

### G.4 Project Timeline

General Timeline for [PROJECT] Execution	
Target Date	Description
May 2017– Sept 2018	Job Readiness workshop / OSHA Standards Safety Training Classes
Aug – Sept 2018	8 hours of Forklift Training /Classes Schedule.
Oct- Oct 2018	Vision of Hope Ministries On-the-Job Training Certification 2017
Nov – Nov 2018	Interviews Scheduled
Nov 15th, 2018	Participants Employed
<i>*Use this box for any additional amplifying information</i>	

### G.5 Demonstrated Experience/Success for Training, Upkeep and Construction

The Construction Sector Council (CSC) and the construction industry across Kentucky recognize the population is aging and that this will lead to the retirement of skilled tradespersons. As a result, the construction industry must do all it can to help recruit and train the next generation of skilled tradespersons. First Nations, Métis and Inuit peoples are important sources of new recruits to address this challenge, and the tools and mechanisms must be put in place to help them prepare enter this industry.

A number of trades training programs are working to increase First nations, Métis, Inuit, and urban aboriginal peoples' participation in construction career training and apprenticeships

## SECTION H – PROPOSED FACILITY STUDY

### H.1 Explanation of Decision to Pursue New Construction/Renovation of Current Facilities

Renovation of an existing building is an accomplished stem of the construction industry because it supplies financial diversification for construction stakeholders. Although several construction planning tools and stakeholder alignment exercises have been developed, no tool exists to assist project owners to decide between renovating an existing building and new construction with a comprehensive decision criteria. The objective of this research is to create and test a renovation versus new building support decision tool for construction project stakeholders. The renovation versus new building support decision tool was created based on an extensive review of existing support tools and construction industry needs. The created tool was implemented to evaluate decisions of educational facilities by university officials experienced in project management. Results show the tool was effective in identifying relevant topics for discussion and guiding a group of stakeholders through an exercise in decision-making. Specifically, the tool was implemented by construction management personnel for university facilities currently under construction to evaluate the decision to renovate an existing building or new construction. The main contribution of this research is a framework and support decision tool readily implementable for construction project stakeholders desiring to determine if renovation or new construction is the optimal path for their specific objectives.

### H.2 Cost per Square Foot for Renovations and New Construction of Facilities

Cost Per Square Foot	
Classification	\$ Per Square Foot
Renovation	\$89.13
Construction	\$210.50
<i>*Use this box for any additional amplifying information</i>	

## **SECTION I – REPORTING CRITERIA**

### **I.1 REPORTING CRITERIA**

#### **Enrollment Data**

Formative Evaluation is a detail plan to evaluate the project during activities with bi-weekly scheduled meetings / reviews to measure outcomes goals

Summative Evaluation which identifies improvements, modifications and management needs, and focus on immediate improvement.

4- Evaluations done bi-weekly, with the Executive Directors, a monthly meet with management / instructors & volunteers and with participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

#### **Completion Percentage**

Summative Evaluation which identifies improvements, modifications and management needs, and focus on immediate improvement.

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

#### **Continued Enrollment Data**

4- Evaluations done bi-weekly, with the Executive Directors, a monthly meet with management / instructors & volunteers and with participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.

#### **Credentials & Degrees Granted**

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

#### **Junior/Seniors Receiving Postsecondary Credit/Credentials/Certifications**

Formative Evaluation is a detail plan to evaluate the project during activities with bi-weekly scheduled meetings / reviews to measure outcomes goals

## **Job Placement Data**

Formative Evaluation is a detail plan to evaluate the project during activities with bi-weekly scheduled meetings / reviews to measure outcomes goals

4- Evaluations done bi-weekly, with the Executive Directors, a monthly meet with management / instructors & volunteers and with participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.

Summative Evaluation which identifies improvements, modifications and management needs, and focus on immediate improvement.

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

## **Job Retention at 6 Months**

4- Evaluations done bi-weekly, with the Executive Directors, a monthly meet with management / instructors & volunteers and with participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.

## **Skills Assessment Scores of Training Participants**

Formative Evaluation is a detail plan to evaluate the project during activities with bi-weekly scheduled meetings / reviews to measure outcomes goals

Summative Evaluation which identifies improvements, modifications and management needs, and focus on immediate improvement.

4- Evaluations done bi-weekly, with the Executive Directors, a monthly meet with management / instructors & volunteers and with participants: Financial reports reviewed by Vision of Hope Ministries Inc. Financial Director – reporting all expenditures of project to ensure outcome measurements for fill Goals set. All Data sheets turned into Exec. Administrator for her to enter the measured outcome.

Outcome Based Evaluations reveals what changed at the result of participation, participants be provided pre-tests & post-test with evaluation surveys.